



NIKHIL SAVIO GUTAL

Performance Marketing Leader

Translating Data Analytics & Statistical Models into 3.2x ROAS

Nationality: **Canadian** | In Dubai: **October 2025** | Phone: **647-458-5171** | [LinkedIn](#)

Executive Summary

Performance Marketing Leader with 14+ years of experience accelerating growth across telecom, eCommerce, SaaS, and FinTech. Skilled in managing \$35M+ annual budgets and consistently delivering impact, including 3.2x ROAS and 35% YoY revenue growth. Specializes in advanced analytics, attribution modeling, and AI-driven optimization to scale omnichannel strategies. Passionate about driving hyper-growth for Dubai brands through data-driven decision making, cultural fluency, and strategic leadership.

Core Competencies

- **Performance Marketing Strategy:** Designing and executing high-ROI paid media campaigns (SEM, Paid Social, Programmatic, Mobile Acquisition, Omnichannel)
 - **Data-Driven Analytics & Optimization:** Advanced marketing mix modeling, multi-touch attribution, causal analysis, A/B and multivariate testing to maximize conversion rates and ROAS
 - **Customer Growth & Retention:** Architecting churn-prevention journeys, cross-sell/upsell strategies, and customer life cycle optimization
 - **Digital Transformation & Innovation:** Integrating AI-powered segmentation, CRM enablement, and unified analytics for accelerated marketing impact
 - **Multicultural & International Adaptability:** Leading campaigns tailored for diverse markets including French-Canadian, Chinese, and South Asian audiences; ready for Dubai's multicultural environment
-

Professional Experience

TELUS (2nd largest telco in Canada)

May 2025 – Present (Toronto) - *Senior Manager, Digital Marketing (Contract)*

- Leveraging data-driven insights and **causal analysis** to refine and optimize paid media strategies, delivering measurable improvements in campaign efficiency and incremental revenue growth.
- Developed and executed targeted media strategies that contributed to incremental revenue growth and improved **conversion rates 14%**.
- Shaped **strategy presentations with analytical storytelling**, influencing senior leadership on media investment decisions under tight budget constraints.

Bell Canada (largest telco in Canada)

May 2021 – March 2025 - *Senior Manager, Digital Media*

- Directed a \$35M digital marketing program amidst rapidly shifting market dynamics, successfully elevating ROAS from 2x to 3.5x and **supporting a \$50M revenue boost** over three years.
- Architected and executed CRM-driven churn-prevention journeys combining email, social, and programmatic retargeting, **reducing customer attrition by 12%** and preserving approximately \$6M in contract value.
- Optimized SEM & paid social tactics, **fueling a 25% higher CTR** and 30% higher CVR via frequent testing iterations.

- Integrated AI segmentation models, enabling precise audience targeting that lifted cross-sell and upsell conversions by **18%**.
- Redesigned the media attribution framework (MTA/MMM), providing clarity on channel ROI and **facilitating a 20% reallocation** of budget toward top-performing channels within six months.

Dentsu — Director, Performance Marketing

Feb 2017 – May 2021

- **Led** omnichannel campaigns (search, social, display) that drove **35% YoY revenue growth** for 10+ eCommerce brands.
- **Managed** \$10M+ spend, regularly averaging **320% ROAS**-peaking at 450% for select campaigns.
- **Scaled** mobile/app user acquisition by **14% YoY** through app-store optimization and in-app retargeting sequences.
- **Introduced** unified analytics dashboards, accelerating decision-making and lowering reporting lag by **50%**.

Stratovate Group — Digital Media Manager

Dec 2015 – Dec 2016

- **Reduced** landing page load time by **47%**, boosting form submissions by **+28%** within two months.
- **Built** automation flows via HubSpot, improving inbound lead conversion by **+30%** and shortening lead response time by **40%**.

Cushman & Wakefield — Associate Manager, MarCom

Jul 2013 – Jun 2015

- **Oversaw** CA\$45K/month AdWords investment; revamped keyword & landing page strategies-result: **78% increase in qualified lead volume**.
- **Deployed** weekly analytics reviews, leading to iterative UX improvements and 15% lift in engagement.

Hanmer MSL — Senior Account Executive

Oct 2009 – May 2013

- **Accelerated** account revenue by **25% YoY**, winning larger annual retainers and increasing service scope.
- **Conceptualized** and rolled out a multi-province real estate pitch toolkit, supporting a **30% increase in net-new client wins**.

Education & Certifications

- **Business Edge Leadership**, Rotman School, University of Toronto | 2018
- **Digital Marketing Certificate**, Humber College | 2015
- **BMM (Advertising)**, University of Mumbai | 2009
- **Certifications:** AI Essentials by Google | Google Ads & Analytics | HubSpot Inbound

-
- **Languages:** English (Fluent), Hindi (Functional)
 - **MarTech Tools:** Google Ads, Google Analytics, DV 360, Search Ads, Trade Desk, Meta (Facebook)ads, LinkedIn Ads, Pinterest